




MEDIA ETHICS LAB

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 @paologranata

www.mediaethics.ca



■ **Open
Research**

Digital Equity

■ **Integrated
Learning**

Digital Literacy

■ **Civic
Engagement**

Digital City



OPEN CALL Advancing SDGs @UoT

Are you an undergraduate or graduate student, passionate about the UN Global Goals, or do you know someone who is?
WE WANT TO HEAR FROM YOU!

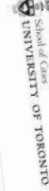
Join us for **A DAY OF DESIGN THINKING** where we will explore opportunities for pursuing the UN Sustainable Development Goals (SDGs) right here at UoT! We will explore new partnerships, form new partnerships, and essentially produce a blue print for advancing the UN Global Goals at UoT in areas ranging from integrated learning to open research, and civic engagement.

Who's involved?
This event is calling specifically on UoT students (undergrad and graduate), and especially those interested in engaging with social, humanitarian, environmental, and economic objectives — (reach yourself on the 17 SDGs at www.globaleaks.org)

The charrette
A major component of this event relies on the charrette methodology — a charrette being a collaborative and creative process that brings together stakeholders from diverse backgrounds to debate, design and prototype ideas. Through intensive brainstorming and guided discussion, participants are encouraged to use system and design thinking techniques to gain new perspectives that generate unique results. Participants will divide into three working groups, each focused on a unique research question concerning SDGs.

When: Saturday February 29th, 2020
Where: School of Cities, Mihal Centre
Program: Registration and Welcome Session 8:30 am
Registration and Coffee Break 10:30 am
Breakfast 11:00 am
Lunch 1:00 pm
Dinner 2:30 pm
Dinner 5:00 pm

APPLY TO JOIN US
FOR A DAY OF DESIGN THINKING
Application deadline: **February 15th, 2020**
medaethics.ca/SDGs-at-UoT





Advancing SDGs @UofT

■ **35**

Selected Participants (out of 70)

From our 3 campuses

■ **6**

Working Groups

3 Areas and 2 Frameworks

■ **19**

Practical Proposals

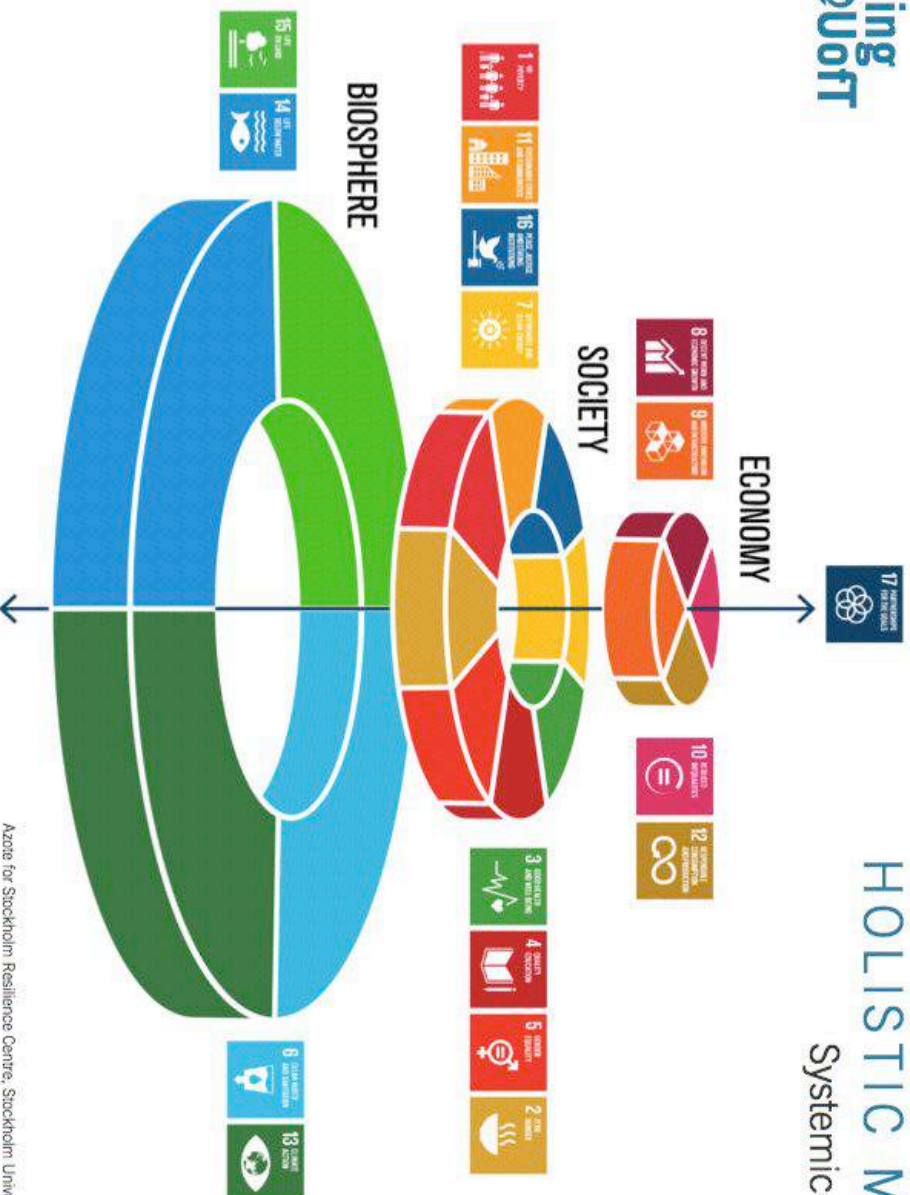
3 Manifestos and 1 Question...



Saturday, February 29th, 2020

Advancing
SDGs @UoT

HOLISTIC MODEL Systemic Approach



AGENDA

When: Saturday February 29th, 2020
Where: Myhal Centre, 55 St. George St. Toronto

- 8:30 AM Registration & Welcoming MY350
- 9:00 AM Opening Session
- 10:30 AM Networking Break
- 11:00 AM Working Groups SoC, MY857, MY763
- 1:00 PM Lunch SoC
- 2:00 PM Discussion Tables MY350
- 3:15 PM Networking Break
- 3:30 PM Group Presentations
- 4:30 PM Final Remarks & Call to Action



STEP

1

10:55 AM
25 MINUTES

Understanding Economy SDGs and Targets

Participants review and discuss the meaning of the Economy SDGs and their TARGETS (aiming to cover as many as possible).

STEP

2

11:20 AM
20 MINUTES

Linking Targets to UoFT

Using FRAMEWORK #1, participants link TARGETS to the core functions of university activity that best fit and align. Participants narrow down to 3 priority targets per each core function (3 x 4 = 12 targets per group).

STEP

3

11:40 AM
30 MINUTES

Human-Centred Design (using TOOL #1)

Participants create at least four *Personas* to represent the different types of students involved in your group's targets (Step 2). Next, once *personas* are established, participants should develop four *scenarios* describing how student *personas* would foreseeably interact in university settings with good SDG practices. Optional: consider FRAMEWORK #1 as a guide for university scenarios.

STEP

4

12:10 PM
20 MINUTES

Student Engagement

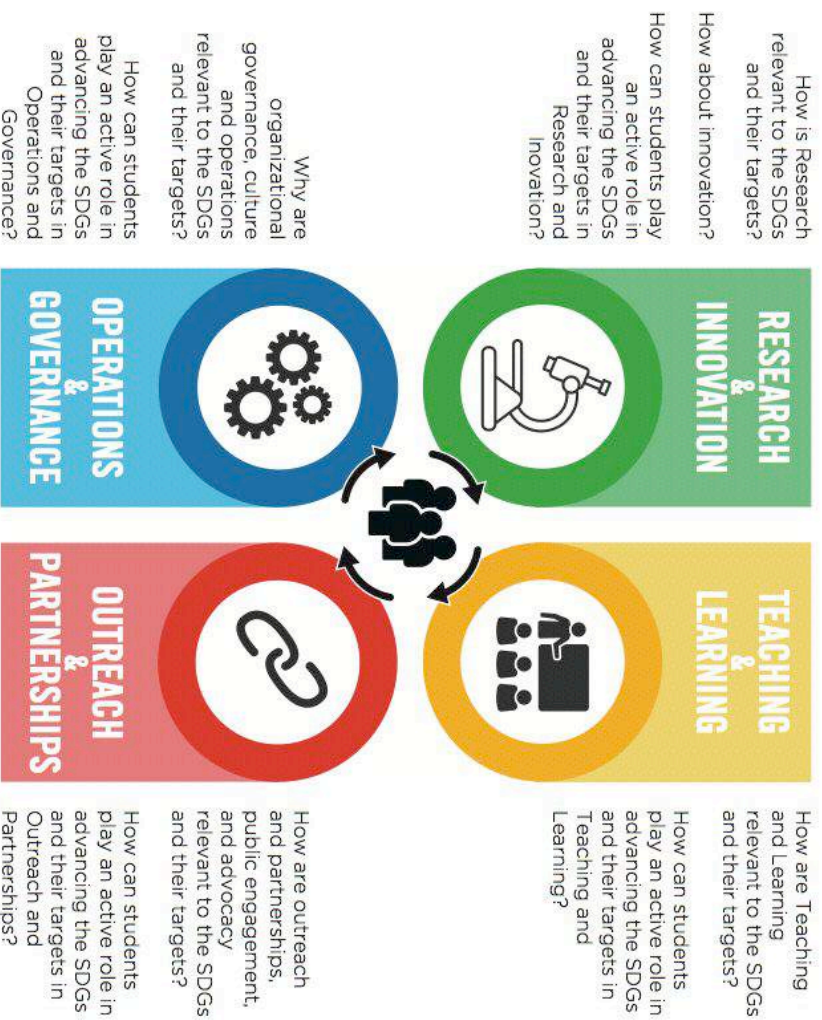
Using FRAMEWORK #2, participants create a group *manifesto* (one or two paragraphs) to describe what kinds of impact students would like to see at the University for the Society SDGs.

FRAMEWORK

#1

University contributions to the SDGs

At the core of UoFT are the humans we are designing for.

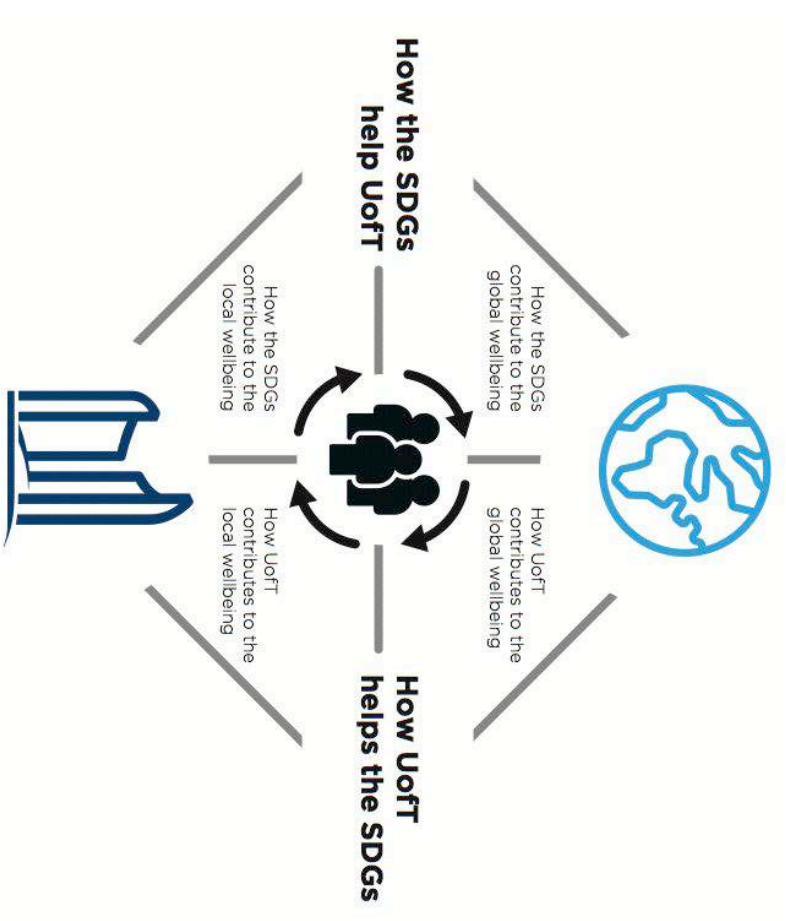


FRAMEWORK

#2

University engagement in the SDGs

UofT has a critical role to play in local, national, and global wellbeing.



TOOL

#1

Creating Personas & Scenario Planning

Teams can select which tools are most appropriate to help them generate more innovative, holistic design thinking.



CREATING PERSONAS

In user-centred design, personas are fictional characters created to represent the different user types within a target demographic that might use a service or product. Each persona assumes the attributes of the social group it represents: from social and demographic characteristics, to personal needs, desires, habits and cultural backgrounds.



SCENARIO PLANNING

While a persona characterizes a user's needs, goals, and motivations, scenarios are used to animate the persona through a realistic, yet fictional event that places the designers in the world of the user. Scenario planning in design practice refers to the creation of a hypothetical narrative illustrating an event or series of events. A scenario tells us WHY users need a design, WHAT users need the design to do, and HOW they need the design to do it.

TOOL

#2

Brainstorming Techniques & Tips

Teams can select which tools are most appropriate to help them generate more innovative, holistic design thinking.

THE FLIP

This brainstorming technique is a fun and effective way to get ideas flowing. Make a list of the barriers you want to address and then identify a really terrible way to address each one. Once this is done, go back and “flip” each one, identifying the opposite of all the bad ideas.

This helps everyone see these situations from a different perspective and can be a powerful way to generate creative concepts.

FAR OUT

Take a safe idea and push it to the extremes: the wilder and crazier the better! Don't discard or discount any ideas at this stage; no matter how unrealistic they seem. A wild idea can be pulled back to create a moderate idea much more imaginatively than a safe idea can be pushed in the other direction.

100X10 IDEAS

Generate 100 ideas in 10 minutes! Have each group member write their ideas in large type, no more than 5 words per idea. Each idea should be accompanied by a sketch.

MINDMAP

Mindmaps are a powerful way to overcome fear of the blank page, look for patterns, explore a subject, come up with truly innovative ideas, record their evolution so you can trace back in search of new insights, and communicate your thought processes to others. While lists help you capture the thoughts you already have, mindmaps help to generate wildly new ones. They are extremely versatile, and we use them all the time, not only at work but also at home, for example, to come up with dinner party ideas.